

**ABSTRACT OF THE DISCLOSURE**

A method of creating lenticular material having a selected orientation includes providing a substantially melted resin to at least one lenticularly patterned surface device and at least one abutting surface device. The abutting surface device selectively abuts the lenticularly patterned surface device. At least one of the abutting surface device and the lenticularly patterned surface device is chilled. The substantially melted resin is directed between the lenticularly patterned surface device and the abutting surface device. The substantially melted resin is thereupon cooled to a substantially solid and optically clear state, and thereby creates at least one lenticule in a resulting web of lenticular material having a selected orientation other than parallel to a machine direction.